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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Group Art Unit	2172
Examiner Name	Chen, Chongshan
Attacas Dealest Neurobea	045050 000000110

Total Number of Pages	. 6	Attorne	ey Docket Number	015358-006000US				
	ENCLOSURES (check all that apply)							
Fee Transmittal Form			ment Pap		After Allowance Communication to Group			
Fee Attached	•	Drawin	g(s)		Appeal Communication to Board of Appeals and Interferences			
Amendment / Res	sponse	Licensi	ng-relate	d Papers	Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)			
After Final				Slip (PTO/SB/69) ring Petition	Proprietary Information			
Affidavits/dec	laration(s)		to Convi onal Appl		Status Letter			
Extension of Time	e Request			ey, Revocation espondence Address	Other Enclosure(s) (please identify below):			
Express Abandonment Request		☐ Terminal Disclaimer ☐ Request for Refund			Return receipt postcard PTO/SB/08A and PTO/SB/08B forms			
Information Disclo	osure Statement	CD, Number of CD(s)						
Certified Copy of Document(s)	Priority	The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430. Total number of pages does not include cited references.			130.			
Response to Miss Incomplete Applic Response to Parts under 3 1.52 or 1.53	cation Missing				d not receive the following			
	SIGNAT	URE OF A	APPLICA	ANT, ATTORNEY, OI	R AGENT			
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and Individual name	Sujit B. Kotwal Reg No. 43,336							
Signature	S.B. Kotwal							
Date	July 19, 2004							

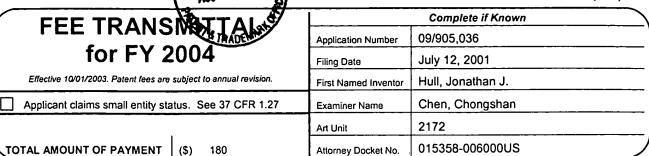
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Check Credit Card Money Order Other None	3. ADD	ITIONAL I	EES			
Deposit Account:	Large	Entity	Small	Entity	•	_
Deposit Account 20-1430	Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
Number	1051	130	2051	65	Surcharge - late filing fee or oath	
	1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet.	
Deposit Account Townsend and Townsend and Crew LLP	1053	130	1053	130	Non-English specification	
Name	1812	2,520	1812	2,520	For filing a request for reexamination	
The Director is authorized to: (check all that apply) Charge fee(s) indicated below Credit any overpayments	1804	920°	1804	920*	Requesting publication of SIR prior to Examiner action	
Charge any additional fee(s) or any underpayment of fee(s)	1805	1,840*	1805	1,840*	Requesting publication of SIR after	
Charge fee(s) indicated below, except for the filing fee					Examiner action	
to the above-identified deposit account.	1251	110	2251	55	Extension for reply within first month	
FEE CALCULATION	1252	420	2252	210	Extension for reply within second month	
1. BASIC FILING FEE	1253	950	2253	475	Extension for reply within third month	
Large Entity Small Entity	1254	1,480	2254	740	Extension for reply within fourth month	
Fee Fee Fee Fee Description Fee Paid Code (\$) Code (\$)						
1001 770 2001 385 Utility filing fee	1255	2,010	2255	1,005	Extension for reply within fifth month	
1002 340 2002 170 Design filing fee	1401	330	2401	165 165	Notice of Appeal	
1003 530 2003 265 Plant filing fee	1402	330 290	2402	165 145	Filing a brief in support of an appeal Request for oral hearing	
1004 770 2004 385 Reissue filing fee	1403	290	2403	145	Petition to institute a public use	\vdash
1005 160 2005 80 Provisional filing fee	1451	1,510	1451	1,510	proceeding	
SUBTOTAL (1) (\$)	1452	110	2452	55	Petition to revive – unavoidable	
SUBTOTAL (1)	1453	1,330	2453	665	Petition to revive – unintentional	
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE	1501	1,330	2501	665	Utility issue fee (or reissue)	
Fee from	1502	480	2502	240	Design issue fee	
Extra Claims below Fee Paid	1503	640	2503	320 ·	Plant issue fee	
Total Claims = X =	1460	130	1460	130	Petitions to the Commissioner	
Independent Claims -** =	1807	50	1807	50	Petitions related to provisional applications	
Multiple	1806	180	1806	180	Submission of Information Disclosure Stmt	180
Dependent ^	8021	40	8021	40	Recording each patent assignment per	
Large Entity Small Entity Fee					property (times number of properties)	
Code (\$) Code (\$)	1809	770	2809	385	Filing a submission after final rejection (37 CFR § 1.129(a))	
1202 18 2202 9 Claims in excess of 20 1201 86 2201 43 Independent claims in excess of 3	1810	770	2810	385	For each additional invention to be examined (37 CFR § 1.129(b))	
1203 290 2203 145 Multiple dependent claim, if not paid ** Reissue independent claims	1801	770	2801	385	Request for Continued Examination	
1204 86 2204 43 over original patent	1802	900	1802	900	(RCE) Request for expedited examination	
1205 18 2205 9 Reissue dams in excess of 20 and over original patent	1.332				of a design application	
SUBTOTAL (2) (\$)	Other fe	e (specify)				
**or number previously paid, if greater; For Reissues, see above	*Reduce	ed by Basi	c Filing I	Fee Paid	SUBTOTAL (3) (\$)180	

SUBMITTED BY				Co	omplete (if applicable)	
Name (Print/Type)	Sujit B. Kotwal	Registration No. (Attorney/Agent)	43,336	Telephone	650-326-2400	
Signature	S.B. Kobwal				July 17, 2004	

PATENT

Attorney Docket No.: 015358-006000US Client Reference No.: ID-RSV-229

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING

INFORMATION TO USERS

Examiner: Chongshan Chen

Art Unit: 2172

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT UNDER 37

CFR §1.97 and §1.98

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

The references cited on the attached PTO/SB/08A and PTO/SB/08B forms are being called to the attention of the Examiner. In accordance with 37 CFR §1.98(d), copies of the references can be found in Application No. 08/995,616, filed December 22, 1997 (Attorney Docket No. 015358-004200US), Application No. 09/483,092, filed January 14, 2000 (Attorney Docket No. 015358-005900US), or Application No. 09/483,094, filed January 14, 2000 (Attorney Docket No. 015358-005910US). It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information, and no inference should be made that the information and references cited are, or are considered to be material to patentability because they are in this statement. No inference should be made that the information and references cited are prior art merely because they are in

this statement.

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JONATHAN J. HULL et al. Application No.: 09/905,036

Page 2

This IDS is being filed before the mailing date of the final Office Action or Notice of Allowance. Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

5.B. Koboal

Sujit B. Kotwal Reg. No. 43,336

TOWNSEND and TOWNSEND and CREW LLP Two Embarcadero Center, Eighth Floor San Francisco, California 94111-3834

Tel: 650-326-2400 Fax: 650-326-2422

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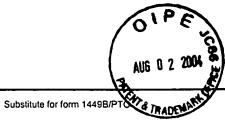
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	•			Application Number	09/905,036	
INFO	DRMATION	I DIS	CLOSURE	Filing Date	July 12, 2001	
STA	TEMENT E	BY A	PPLICANT	First Named Inventor	Hull, Jonathan J.	
				Art Unit	2172	
	(use as many sh	eets as	necessary)	Examiner Name	Chongshan Chen	
Sheet	1	of	2	Attorney Docket Number	015358-006000US	

			U.S. PATENT DO	CUMENTS+	
Examiner Initials*	Cite No.1	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	AA	US-6,369,811	04-09-2002	Graham et al.	
	AB	US-6,185,614	02-06-2001	Cuomo et al.	
·	AC	US-6,067,552	05-23-2000	Yu .	
	AD	US-6,044,376	03-28-2000	Kurtzman, II	
	AE	US-6,029,195	02-22-2000	Herz	
i	AF	US-5,855,008	12-29-1998	Goldhaber	
	AG	US-5,442,795	08-15-1995	Levine et al.	
	AH	US-5,401,946	03-28-1995	Weinblatt	
	Al	US-5,349,658	09-20-1994	O'Rourke et al.	

	FOREIGN PATENT DOCUMENTS								
Examiner	Cite	For	eign Patent Doci	ument	5.11. 11. 5.1	Name of Patentee or	Pages, Columns, Lines, Where Relevant		
Initials*	No.1			MM-DD-YYYY Applicant of Cited Passage		MM-DD-YYYY Applicant of Cited Par		Passages or Relevant Figures Appear	T ⁶
	AJ	EP	459 174	A2	12-04-1991				
	AK	EP	926 614	A2	06-30-1999				

Examiner Signature	Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

Complete if Known					
Application Number 09/905,036					
Filing Date	July 12, 2001				
First Named Inventor	Hull, Jonathan J.				
Art Unit	2172				
Examiner Name	Chongshan Chen				
Attorney Docket Number	015358-006000US				

NON PATENT LITERATURE DOCUMENTS						
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Т:			
	AL	GLIEDMAN, J., "Virtual Office Managers," Computer Shopper, 18(9):290 (1998).				
	AM	HILL et al. "Edit Wear and Read Wear," Computer Graphics and Interactive Media Research Group, pp. 3-9, (May, 1992).				
	AN	Dialog Accession number 04720812 "Web Wide Media Revolutionizes Online Advertising Industry," PR Newswire, p1205NYTH040, Dec. 5, 1996.				
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